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In the Claims:

1.(currently amended) An encapsulated fragrance composition comprising consisting essentially of: water, a fragrance material, and -encapsulated in a liquid crystal-forming material containing at least one fatty alcohol having at least 22 carbon atoms, and wherein the liquid crystal-forming material additionally contains a reinforcing material, the reinforcing material being a material which causes the encapsulated fragrance composition to exhibit a plateau region of the store elastic modulus higher than 10^3 Pascal at 25°C, which reinforcing material is selected from the group consisting of:

- a) crystalline or partially crystalline polyethylene having a molecular weight less than 10,000 g/mol;
- b) poly(ethylene-b-ethylene oxide) copolymers having an ethylene oxide level of lower than 80% and a molecular weight lower than 2500 g/mol;
- c) alginates optionally admixed with amphiphilic modified starches or dextrans having a 1% solution viscosity lower than 50 mPas when measured in water at 20 °C with a Brookfield viscometer having a spindle number 1 and operating at 60 rpm; and,
- d) sodium silicate combined with calcium, in which sodium silicate is added to the liquid-crystal-forming material and the cross-linking reaction is carried out in situ by post-addition of calcium chloride after the formation of the liquid-crystalline phase.

2(cancelled)

3.(cancelled)

4.(cancelled)

5.(cancelled)

6.(cancelled)

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- 7.(currently amended) An encapsulated ~~A~~ fragrance composition according to claim 1 wherein the liquid crystal-forming material is a mixture of a non-ionic surfactant and at least one long chain fatty alcohol having at least 16 carbon atoms, at least one of which alcohols has at least 22 carbon atoms.
- 8.(currently amended) An encapsulated ~~A~~ fragrance composition according to claim 1 in the form of an aqueous dispersion of particles, the particles containing liquid crystalline structures.
- 9.(currently amended) An encapsulated ~~A~~ fragrance composition according to claim 1 wherein it exhibits a plateau region of the store elastic modulus of higher than 103 Pa, as measured on a Paar Physica Rheometer MCR 300 fitted with a cone-plate measuring unit and operating in the oscillating mode, with a cone-plate measuring unit CP25-2 having the characteristics: shear rate factor: 3 s⁻¹/min⁻¹, shear stress factor: 12.223 Pa, sample volume: 0.16 cm³, radius of measuring cone: 12.5 mm, angle of measuring cone: 2°, cone truncation: 50 micrometers.
- 10.(currently amended) An encapsulated ~~A~~ fragrance composition according to claim 1 wherein the composition has a liquid crystalline phase with a periodicity length, as measured by X-ray diffraction of between 30 and 120 Angstroms.
- 11.(currently amended) An encapsulated ~~A~~ fragrance composition according to claim 1 wherein the composition exhibits at least one melting transition at a temperature higher than 50°C.
- 12.(currently amended) A household ~~Household~~ product comprising an encapsulated fragrance ~~a~~ composition according to claim 1.
- 13.(currently amended) A personal ~~Personal~~ care product comprising an encapsulated fragrance ~~a~~ composition according to claim 1.

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14.(cancelled)

15.(cancelled)

16.(cancelled)

17.(currently amended) An encapsulated A fragrance composition according to claim 7, wherein the non-ionic surfactant is selected from the group consisting of:

- I) alkylglycosides or alkylpolyolsides bearing alkyl chains having at least 20 carbons atoms;
- II) alkylpolysorbates bearing alkyl chains longer than 18 carbon atoms;

and

- III) ethoxylated fatty esters with alkyl residue having at least 18 carbon atoms.